

AMENDMENTS TO THE CLAIMS

1 - 107 (Canceled)

108. (Currently Amended) A method comprising:

receiving a plurality of bids to display advertising in association with a keyword or category, the advertising including a first advertisement associated with the keyword or category;

ranking the plurality of bids to display advertising, the ranking based on at least one criterion;

displaying the first ~~an~~ advertisement associated with the keyword or category and corresponding to a highest ranked bid of the plurality of bids with the keyword or category, the displaying of the first advertisement being via an internet and through ~~in~~ a simplified navigation interface, the simplified navigation interface presenting advertisements and content through a plurality of layers and a plurality of cells, each cell a division of a screen and exclusive to a separate single navigation option, the first advertisement formatted for display in one of the plurality of cells and formatted to be selected for navigation by a first unique input, the first unique input to be received from an input device, each unique input including the first unique input being exclusive to respective separate single navigation options, navigation options to change between layers of the simplified navigation interface from general to more specific in each deeper layer, the first advertisement navigable by a first navigation option exclusive to a first cell ~~having a plurality of increasingly specific hierarchical layers; and~~

displaying a first content via an the internet and through the simplified navigation interface, the first content ~~that~~ is associated with the first advertisement, ~~any one of the first~~

content or the advertisement formatted for navigation- by a second unique input to be received from the input device with unique inputs, the first content navigable by a second navigation option exclusive to the second unique input and a second cell of the plurality of cells, the first content reformatted from a web page into a sister site to be displayed and navigable through the simplified navigation interface, the sister site including a portion or a whole of content of the web page reformatted to be navigable by unique inputs through the simplified navigation interface on any one of a television, web appliance, console device, handheld device, wireless device or cellular phone, each unique input to be received from the input device and being exclusive to respective separate single navigation options;

collecting user data for a plurality of users through the simplified navigation interface that presents advertisements and content through the plurality of cells and the plurality of layers including the web page reformatted into the sister site to be navigable by unique inputs, collected user data including unique inputs received through the simplified navigation interface, each unique input to be received from the input device and being exclusive to respective separate single navigation options; and

selecting the first content and the first advertisement to be displayed through the simplified navigation interface that presents the first content and the first advertisement and that presents advertisements and content through a plurality of cells and layers, the selecting being at least in part based on collected user data for the plurality of users.

109. (Currently Amended) The method of claim 108, further comprising:

providing an account management interface to a user through the navigation interface.

110. (Currently Amended) The method of claim 108, further comprising:
providing an auction or reverse auction through ~~the~~ a navigation interface.

111. (Canceled)

112. (Currently Amended) The method of claim 108, further comprising:
~~retaining user data for each of a plurality of users of the navigation interface; and~~
customizing the display of the simplified navigation interface based on the collected user
data.

113. (Currently Amended) The method of claim 108, wherein ~~displaying the~~
~~advertising comprises:~~
~~—displaying the advertisement within a cell of a primary navigation option, the cell within~~
~~the navigation interface.~~ the first navigation option is a primary navigation option.

114. (Currently Amended) The method of claim 108, further comprising:
displaying the first content simultaneous with the first advertisement.

115. (Previously Presented) The method of claim 108, further comprising:
receiving one bid of the plurality of bids from a client through a web based interface.

116. (Currently Amended) The method of claim 108, wherein displaying the first advertisement is through a user terminal which is any one of an interactive television system, web appliance, computer system or wireless device.

117. (Canceled)

118. (Currently Amended) The method of claim 108, ~~further comprising:~~
~~receiving a selection of a unique navigation option from~~ wherein the input device is any
one of a remote control, directional input device, or a pointer device, or a roller ball device.

119. (Previously Presented) The method of claim 108, further comprising:
displaying a web based interface for receiving the plurality of bids.

120. (Previously Presented) The method of claim 119, wherein the web based interface includes client options for modifying a bid.

121. (Currently Amended) The method of claim 108, further comprising:
~~tracking user selection of a navigation option; and~~
displaying a report of aggregated user data collected from the plurality of users through
the simplified navigation interfaces ~~selections.~~

122. (Canceled)

123. (Currently Amended) The method of claim 108, further comprising:
ranking bids to display advertisements in a layer at a maximum depth of the simplified
navigation interface.

124. (Currently Amended) The method of claim 108, further comprising:
ranking bids to display advertisements in a specific cell of a specific layer of the
simplified navigation interface.

125. (Currently Amended) The method of claim 108, ~~wherein displaying the~~
~~advertising comprises~~further comprising:
displaying ~~the a second~~ advertisement in a ~~primary navigation option within the~~
simplified navigation interface, the ~~primary navigation option~~second advertisement not
displayed in a cell or matrix.

126. (Currently Amended) The method of claim ~~125~~108, further comprising:
displaying the simplified navigation interface as an overlay over the second
advertisement.

127. (Currently Amended) The method of claim 108, further comprising:
displaying the first content simultaneous with the first advertisement, the first content
including any one of audio content or video content from the web page.

128. (Currently Amended) The method of claim 108, further comprising:

receiving navigation input selections for the simplified navigation interface from a voice recognition system.

129. (Previously Presented) The method of claim 108, further comprising:
receiving bids, advertisements and content over the internet from a remote machine.

130. (Previously Presented) The method of claim 108, wherein each of the plurality of bids corresponds to a fixed time slot.

131. (Currently Amended) The method of claim 108, further comprising:
tracking user navigation of the simplified navigation interface for a pay-for-performance system.

132. (Currently Amended) A machine readable medium having instructions stored therein, which when executed cause a machine to perform a set of operations comprising:

receiving a plurality of bids to display advertising in association with a keyword or category, the advertising including a first advertisement associated with the keyword or category;

ranking the plurality of bids to display advertising, the ranking based on at least one criterion;

displaying the first ~~an~~ advertisement associated with the keyword or category and corresponding to a highest ranked bid of the plurality of bids with the keyword or category, the displaying of the first advertisement being via an internet and through ~~in~~ a simplified navigation

interface, the simplified navigation interface presenting advertisements and content through a plurality of layers and a plurality of cells, each cell a division of a screen and exclusive to a separate single navigation option, the first advertisement formatted for display in one of the plurality of cells and formatted to be selected for navigation by a first unique input, the first unique input to be received from an input device, each unique input including the first unique input being exclusive to respective separate single navigation options, navigation options to change between layers of the simplified navigation interface from general to more specific in each deeper layer, the first advertisement navigable by a first navigation option exclusive to a first cell having a plurality of increasingly specific hierarchical layers; and

displaying a first content via ~~an~~ the internet and through the simplified navigation interface, the first content that is associated with the first advertisement, any one of the first content or the advertisement formatted for navigation- by a second unique input to be received from the input device with unique inputs, the first content navigable by a second navigation option exclusive to the second unique input and a second cell of the plurality of cells, the first content reformatted from a web page into a sister site to be displayed and navigable through the simplified navigation interface, the sister site including a portion or a whole of content of the web page reformatted to be navigable by unique inputs through the simplified navigation interface on any one of a television, web appliance, console device, handheld device, wireless device or cellular phone, each unique input to be received from the input device and being exclusive to respective separate single navigation options;

collecting user data for a plurality of users through the simplified navigation interface that presents advertisements and content through the plurality of cells and the plurality of layers including the web page reformatted into the sister site to be navigable by unique inputs,

collected user data including unique inputs received through the simplified navigation interface, each unique input to be received from the input device and being exclusive to respective separate single navigation options; and

selecting the first content and the first advertisement to be displayed through the simplified navigation interface that presents the first content and the first advertisement and that presents advertisements and content through a plurality of cells and layers, the selecting being at least in part based on collected user data for the plurality of users.

133. (Currently Amended) The machine readable medium of claim 132, having further instructions stored therein, which when executed cause the machine to perform further operations, comprising:

providing an account management interface to a user through ~~the~~ a navigation interface.

134. (Currently Amended) The machine readable medium of claim 132, having further instructions stored therein, which when executed cause the machine to perform further operations, comprising:

providing an auction or reverse auction through ~~the~~ a navigation interface.

135. (Cancelled)

136. (Currently Amended) The machine readable medium of claim 132, having further instructions stored therein, which when executed cause the machine to perform further

operations, comprising:

~~retaining user data for each of a plurality of users of the navigation interface; and~~
customizing the display of the simplified navigation interface based on the collected user data.

137. (Currently Amended) The machine readable medium of claim 132, wherein
~~displaying the advertising comprises:~~
~~——displaying the advertisement within a cell of a primary navigation option, the cell within~~
~~the navigation interface~~ the first navigation option is a primary navigation option.

138. (Currently Amended) The machine readable medium of claim 132, having
further instructions stored therein, which when executed cause the machine to perform
further operations, comprising:
displaying the first content simultaneous with the first advertisement.

139. (Previously Presented) The machine readable medium of claim 132, having
further instructions stored therein, which when executed cause the machine to perform
further operations, comprising:
receiving one bid of the plurality of bids from a client through a web based interface.

140. (Currently Amended) The machine readable medium of claim 132, wherein
displaying the first advertisement is through a user terminal which is any one of an interactive
television system, web appliance, computer system or wireless device.

141. (Canceled)

142. (Currently Amended) The machine readable medium of claim 132, ~~having further instructions stored therein, which when executed cause the machine to perform further operations, comprising:~~

~~—receiving a selection of a unique navigation option from~~ wherein the input mechanism is any one of a remote control, directional input device, or a pointer device or a roller ball device.

143. (Previously Presented) The machine readable medium of claim 132, having further instructions stored therein, which when executed cause the machine to perform further operations, comprising:

displaying a web based interface for receiving the plurality of bids.

144. (Previously Presented) The machine readable medium of claim 143, wherein the web based interface includes client options for modifying a bid.

145. (Currently Amended) The machine readable medium of claim 132, having further instructions stored therein, which when executed cause the machine to perform further operations, comprising:

~~tracking user selection of a navigation option; and~~

displaying a report of aggregated user ~~selections~~data collected from the plurality of users through the simplified navigation interface.

146. (Canceled)

147. (Currently Amended) The machine readable medium of claim 132, having further instructions stored therein, which when executed cause the machine to perform further operations, comprising:

ranking bids to display advertisements in a layer at a maximum depth of the simplified navigation interface.

148. (Currently Amended) The machine readable medium of claim 132, having further instructions stored therein, which when executed cause the machine to perform further operations, comprising:

ranking bids to display advertisements in a specific cell of a specific layer of the simplified navigation interface.

149. (Currently Amended) The machine readable medium of claim 132, ~~wherein displaying the advertising comprises~~ further comprising:

displaying ~~the a second~~ advertisement in a ~~primary navigation option~~ within the simplified navigation interface, the ~~primary navigation option~~ second advertisement not displayed in a cell or matrix.

150. (Currently Amended) The machine readable medium of claim 132~~49~~, having further instructions stored therein, which when executed cause the machine to perform further

operations, comprising:

displaying the simplified navigation interface as an overlay over the second advertisement.

151. (Currently Amended) The machine readable medium of claim 132, having further instructions stored therein, which when executed cause the machine to perform further operations, comprising:

displaying the first content simultaneous with the first advertisement, the first content including any one of audio content or video content from the web page.

152. (Currently Amended) The machine readable medium of claim 132, having further instructions stored therein, which when executed cause the machine to perform further operations, comprising:

receiving navigation input selections for the simplified navigation interface from a voice recognition system.

153. (Previously Presented) The machine readable medium of claim 132, having further instructions stored therein, which when executed cause the machine to perform further operations, comprising:

receiving bids, advertisements and content over the internet from a remote machine.

154. (Previously Presented) The machine readable medium of claim 132, wherein each of the plurality of bids corresponds to a fixed time slot.

155. (Currently Amended) The machine readable medium of claim 132, having further instructions stored therein, which when executed cause the machine to perform further operations, comprising:

tracking user navigation of the simplified navigation interface for a pay-for-performance system.

156. (Currently Amended) A method comprising:

receiving a plurality of bids to display advertising in association with a keyword or category, the advertising including a first advertisement associated with the keyword or category;

ranking the plurality of bids to display advertising, the ranking based on at least one criterion; and

displaying ~~an~~ the first advertisement associated with the keyword or category and corresponding to a highest ranked bid of the plurality of bids with the keyword or category, displaying of the first advertisement being via an internet and through ~~in~~ a simplified navigation interface, the simplified navigation interface having a plurality of increasingly specific hierarchical layers, presenting advertisements and content through a plurality of cells and a plurality of layers, each cell a division of a screen and exclusive to a separate single navigation option, the first advertisement formatted for display in a first cell of the plurality of cells of the simplified navigation interface, each cell of the plurality of cells navigable as and exclusive to a navigation option, navigation options to change between layers of the simplified navigation interface from general to more specific in each deeper layer, the navigation options are

selectable by any one of pointing and clicking, scrolling, directional input and selection, tabbing and entering or unique inputs from any one of a pointing device, directional input device, roller ball device or remote control, the first cell and the first advertisement are navigable by a first navigation option;

displaying a first content via the internet and through the simplified navigation interface, the first content is associated with the first advertisement, the first content formatted for display in a second cell of the plurality of cells of the simplified navigation interface, the second cell and the first content are navigable by a second navigation option, the first content reformatted from a web page into a sister site to be displayed and navigable through the simplified navigation interface, the sister site including a portion or a whole of content of the web page reformatted to be navigable through the simplified navigation interface on any one of a television, web appliance, console device, handheld device, wireless device or cellular phone;

collecting user data for a plurality of users through the simplified navigation interface that presents advertisements and content through the plurality of cells and the plurality of layers including the web page reformatted into the sister site to be displayed through the simplified navigation interface; and

selecting the first content and the first advertisement to be displayed through the simplified navigation interface that presents the first content and the first advertisement and that presents advertisements and content through the plurality of cells and the plurality of layers, the selecting being at least in part based on collected user data for the plurality of users.

157. (Currently Amended) The method of claim 156, further comprising:

providing an account management interface to a user through ~~the~~ a navigation interface.

158. (Currently Amended) The method of claim 156, further comprising:
providing an auction or reverse auction through the a navigation interface.

159. (Cancelled)

160. (Currently Amended) The method of claim 156, further comprising:
~~retaining user data for each of a plurality of users of the navigation interface; and~~
customizing the display of the simplified navigation interface based on the collected user data.

161. (Currently Amended) The method of claim 156, wherein ~~displaying the~~
~~advertising comprises:~~
~~—— displaying the advertisement within a cell of a primary navigation option, the cell within~~
~~the navigation interface, the first navigation option is a primary navigation option.~~

162. (Currently Amended) The method of claim 156, further comprising:
displaying the first content simultaneous with the first advertisement.

163. (Previously Presented) The method of claim 156, further comprising:
obtaining one bid of the plurality of bids from a client through a web based interface.

164. (Currently Amended) The method of claim 156, wherein displaying the first advertisement is through a user terminal which is any one of an interactive television system, web appliance, computer system or wireless device.

165. (Canceled)

166. (Canceled)

167. (Previously Presented) The method of claim 156, further comprising:
displaying a web based interface for receiving the plurality of bids.

168. (Previously Presented) The method of claim 167, wherein the web based interface includes client options for modifying a bid.

169. (Currently Amended) The method of claim 156, further comprising:
~~tracking user selection of a navigation option; and~~
displaying a report of aggregated user data collected from the plurality of users through the simplified navigation interface~~selections~~.

170. (Canceled)

171. (Canceled)

172. (Currently Amended) The method of claim 156, further comprising:
ranking bids to display advertisements in a layer at a maximum depth of the simplified
navigation interface.

173. (Currently Amended) The method of claim 156, further comprising:
ranking bids to display advertisements in a specific cell of a specific layer of the
simplified navigation interface.

174. (Currently Amended) The method of claim 156, ~~wherein displaying the~~
~~advertising comprises:~~ further comprising:
displaying ~~the~~ a second advertisement in ~~a primary navigation option within the~~
simplified navigation interface, the ~~primary navigation option~~ second advertisement not
displayed in a cell or matrix.

175. (Currently Amended) The method of claim ~~156~~74, further comprising:
displaying the simplified navigation interface as an overlay over the second
advertisement.

176. (Currently Amended) The method of claim 156, further comprising:
displaying the first content simultaneous with the first advertisement, the first content
including any one of audio content or video content from the web page.

177. (Currently Amended) The method of claim 156, further comprising:

receiving navigation input selections for the simplified navigation interface from a voice recognition system.

178. (Currently Amended) The method of claim 156, further comprising:
receiving bids, advertisements and content over ~~an~~the internet from a remote machine.

179. (Previously Presented) The method of claim 156, wherein each of the plurality of bids corresponds to a fixed time slot.

180. (Currently Amended) The method of claim 156, further comprising:
tracking user navigation of the simplified navigation interface for a pay-for-performance system.

181. (Currently Amended) A machine readable medium having instructions stored therein, which when executed cause a machine to perform a set of operations comprising:

receiving a plurality of bids to display advertising in association with a keyword or category, the advertising including a first advertisement associated with the keyword or category;

ranking the plurality of bids to display advertising, the ranking based on at least one criterion; and

displaying ~~an~~first advertisement associated with the keyword or category and corresponding to a highest ranked bid of the plurality of bids with the keyword or category,
displaying of the first advertisement being via an internet and through ~~in a~~ simplified navigation

interface, the simplified navigation interface having a plurality of increasingly specific hierarchical layers, presenting advertisements and content through a plurality of cells and a plurality of layers, each cell a division of a screen and exclusive to a separate single navigation option, the first advertisement formatted for display in a first cell of the plurality of cells of the simplified navigation interface, each cell of the plurality of cells navigable as and exclusive to a navigation option, navigation options to change between layers of the simplified navigation interface from general to more specific in each deeper layer, the navigation options are selectable by any one of pointing and clicking, scrolling, directional input and selection, tabbing and entering or unique inputs from any one of a pointing device, directional input device, roller ball device or remote control, the first cell and the first advertisement are navigable by a first navigation option;

displaying a first content via the internet and through the simplified navigation interface, the first content is associated with the first advertisement, the first content formatted for display in a second cell of the plurality of cells of the simplified navigation interface, the second cell and the first content are navigable by a second navigation option, the first content reformatted from a web page into a sister site to be displayed and navigable through the simplified navigation interface, the sister site including a portion or a whole of content of the web page reformatted to be navigable through the simplified navigation interface on any one of a television, web appliance, console device, handheld device, wireless device or cellular phone;

collecting user data for a plurality of users through the simplified navigation interface that presents advertisements and content through the plurality of cells and the plurality of layers including the web page reformatted into the sister site to be displayed through the simplified navigation interface; and

selecting the first content and the first advertisement to be displayed through the simplified navigation interface that presents the first content and the first advertisement and that presents advertisements and content through the plurality of cells and the plurality of layers, the selecting being at least in part based on collected user data for the plurality of users.

182. (Currently Amended) The machine readable medium of claim 181, having further instructions stored therein, which when executed cause the machine to perform further operations, comprising:

providing an account management interface to a user through ~~the~~ a navigation interface.

183. (Currently Amended) The machine readable medium of claim 181, having further instructions stored therein, which when executed cause the machine to perform further operations, comprising:

providing an auction or reverse auction through ~~the~~ a navigation interface.

184. (Canceled)

185. (Currently Amended) The machine readable medium of claim 181, having further instructions stored therein which when executed cause the machine to perform a further set of operations comprising:

~~retaining user data for each of a plurality of users of the navigation interface; and~~

customizing the display of the simplified navigation interface based on the collected user data.

186. (Currently Amended) The machine readable medium of claim 181, wherein displaying the advertising comprises:
~~displaying the advertisement within a cell of a primary navigation option, the cell within the navigation interface, the first navigation option is a primary navigation option.~~

187. (Currently Amended) The machine readable medium of claim 181, having further instructions stored therein which when executed cause the machine to perform a further set of operations comprising:

displaying the first content simultaneous with the first advertisement.

188. (Previously Presented) The machine readable medium of claim 181, having further instructions stored therein which when executed cause the machine to perform a further set of operations comprising:

obtaining one bid of the plurality of bids from a client through a web based interface.

189. (Previously Presented) The machine readable medium of claim 181, wherein displaying the first advertisement is through a user terminal which is any one of an interactive television system, web appliance, computer system or wireless device.

190. (Canceled)

191. (Canceled)

192. (Previously Presented) The machine readable medium of claim 181, having further instructions stored therein which when executed cause the machine to perform a further set of operations comprising:

displaying a web based interface for receiving the plurality of bids.

193. (Previously Presented) The machine readable medium of claim 192, wherein the web based interface includes client options for modifying a bid.

194. (Currently Amended) The machine readable medium of claim 181, having further instructions stored therein which when executed cause the machine to perform a further set of operations comprising:

~~tracking user selection of a navigation option; and~~

displaying a report of aggregated user data collected from the plurality of users through the simplified navigation interfaces~~selections.~~

195. (Canceled)

196. (Canceled)

197. (Currently Amended) The machine readable medium of claim 181, having further instructions stored therein which when executed cause the machine to perform a further set of operations comprising:

ranking bids to display advertisements in a layer at a maximum depth of the simplified navigation interface.

198. (Currently Amended) The machine readable medium of claim 181, having further instructions stored therein which when executed cause the machine to perform a further set of operations comprising:

ranking bids to display advertisements in a specific cell of a specific layer of the simplified navigation interface.

199. (Currently Amended) The machine readable medium of claim 181, having further instructions stored therein which when executed cause the machine to perform a further set of operations comprising:

displaying ~~the a second~~ advertisement in a ~~primary navigation option~~ within the simplified navigation interface, the ~~primary navigation option~~ second advertisement not displayed in a cell or matrix.

200. (Currently Amended) The machine readable medium of claim ~~181~~199, having further instructions stored therein which when executed cause the machine to perform a further set of operations comprising:

displaying the simplified navigation interface as an overlay over the second advertisement.

201. (Currently Amended) The machine readable medium of claim 181, having

further instructions stored therein which when executed cause the machine to perform a further set of operations comprising:

displaying the first content simultaneous with the first advertisement, the first content including any one of audio content or video content.

202. (Currently Amended) The machine readable medium of claim 181, having further instructions stored therein which when executed cause the machine to perform a further set of operations comprising:

receiving navigation input selections for the simplified navigation interface from a voice recognition system.

203. (Currently Amended) The machine readable medium of claim 181, having further instructions stored therein which when executed cause the machine to perform a further set of operations comprising:

receiving bids, advertisements and content over ~~an~~ the internet from a remote machine.

204. (Previously Presented) The machine readable medium of claim 181, wherein each of the plurality of bids corresponds to a fixed time slot.

205. (Currently Amended) The machine readable medium of claim 181, having further instructions stored therein which when executed cause the machine to perform a further set of operations comprising:

tracking user navigation of the simplified navigation interface for a pay-for-performance system.

206. (New) The method of claim 108, further comprising:

maintaining a database of sister site web pages by a content partner.

207. (New) The method of claim 108, further comprising:

displaying, by a computer, the simplified navigation interface in a form of a two-dimensional layer of cells from the plurality of layers and the plurality of cells , the two-dimensional layer in a form of a navigation matrix, each cell in the navigation matrix associated with a specific unique input;

receiving a first key or button press event at the computer from the input device , the first key or button press received as the specific unique input that is uniquely coupled with a first cell in the matrix and a primary navigation option;

forwarding the key or button press event across the internet to a server providing the simplified navigation interface; and

receiving a next deeper navigation matrix layer of the simplified navigation interface corresponding to the primary navigation option and in response to receiving the key or button press event as the specific unique input .

208. (New) The method of claim 108, further comprising:

converting the web page stored in a database into the first content on-the-fly at a time that the first unique input is received from the input device .

209. (New) The method of claim 108, wherein the simplified navigation interface employs a multi-layered matrix navigation, the method further comprising:

accepting an alphanumeric value as the first unique input to indicate the first navigation option, the first navigation option including a display of the alphanumeric value; and

serving a matrix layer corresponding to the navigation option in response to accepting the alphanumeric value.

210. (New) The method of claim 108, wherein the simplified navigation interface includes a search form.

211. (New) The method of claim 108, wherein the simplified navigation interface includes an email form.

212. (New) The method of claim 108, further comprising:

displaying a purchasing interface in response to receiving a selection of the first navigation option.

213. (New) The method of claim 108, wherein collected user data includes any one of a user interest, a user profile, a navigation path of a user or user history.

214. (New) The method of claim 108, wherein the simplified navigation interface is not presented through a standard web browser.

215. (New) The method of claim 108, further comprising:
displaying a third advertisement embedded within the first content, the third advertisement corresponding to a third navigation option.

216. (New) The method of claim 108, further comprising:
zooming a region of the screen in response to user input through the simplified navigation interface; and
scrolling a region of the screen in response to user input through the simplified navigation interface.

217. (New) The method of claim 131, wherein the pay-for-performance system comprises:
tacking performance data including clicks or purchases by the plurality of users; and
calculating fees for a client based tracked performance data derived from the collected user data.

218. (New) The machine readable medium of claim 132, having further instructions stored therein, which when executed cause the machine to perform further operations, comprising:
maintaining a database of sister site web pages by a content partner.

219. (New) The machine readable medium of claim 132, having further instructions stored therein, which when executed cause the machine to perform further operations, comprising:

displaying, by a computer, the simplified navigation interface in a form of a two-dimensional layer of cells from the plurality of layers and the plurality of cells , the two-dimensional layer in a form of a navigation matrix, each cell in the navigation matrix associated with a specific unique input;

receiving a first key or button press event at the computer from the input device , the first key or button press received as the specific unique input that is uniquely coupled with a first cell in the matrix and a primary navigation option;

forwarding the key or button press event across the internet to a server providing the simplified navigation interface; and

receiving a next deeper navigation matrix layer of the simplified navigation interface corresponding to the primary navigation option and in response to receiving the key or button press event as the specific unique input .

220. (New) The machine readable medium of claim 132, having further instructions stored therein, which when executed cause the machine to perform further operations, comprising:

converting the web page stored in a database into the first content on-the-fly at a time that the first unique input is received from the input device .

221. (New) The machine readable medium of claim 132, wherein the simplified navigation interface employs a multi-layered matrix navigation, the machine readable medium further comprising:

accepting an alphanumeric value as the first unique input to indicate the first navigation option, the first navigation option including a display of the alphanumeric value; and

serving a matrix layer corresponding to the navigation option in response to accepting the alphanumeric value.

222. (New) The machine readable medium of claim 132, wherein the simplified navigation interface includes a search form.

223. (New) The machine readable medium of claim 132, wherein the simplified navigation interface includes an email form.

224. (New) The machine readable medium of claim 132, having further instructions stored therein, which when executed cause the machine to perform further operations, comprising:

displaying a purchasing interface in response to receiving a selection of the first navigation option.

225. (New) The machine readable medium of claim 132, wherein user data includes any one of a user interest, a user profile, a navigation path of a user or user history.

226. (New) The machine readable medium of claim 132, wherein the simplified navigation interface is not presented through a standard web browser.

227. (New) The machine readable medium of claim 132, having further instructions stored therein, which when executed cause the machine to perform further operations, comprising:

displaying a third advertisement embedded within the first content, the third advertisement corresponding to a third navigation option.

228. (New) The machine readable medium of claim 132, having further instructions stored therein, which when executed cause the machine to perform further operations, comprising:

zooming a region of the screen in response to user input through the simplified navigation interface; and

scrolling a region of the screen in response to user input through the simplified navigation interface.

229. (New) The machine readable medium of claim 155, wherein the pay-for-performance system comprises:

tacking performance data including clicks or purchases by the plurality of users; and

calculating fees for a client based tracked performance data derived from the collected user data.

230. (New) The method of claim 156, further comprising:

maintaining a database of sister site web pages by a content partner.

231. (New) The method of claim 156, further comprising:

displaying, by a computer, the simplified navigation interface in a form of a two-dimensional layer of cells from the plurality of layers and the plurality of cells, the two-dimensional layer in a form of a navigation matrix, each cell in the navigation matrix associated with a specific unique input;

receiving a first key or button press event at the computer from the input device, the first key or button press received as the specific unique input that is uniquely coupled with a first cell in the matrix and a primary navigation option;

forwarding the key or button press event across the internet to a server providing the simplified navigation interface; and

receiving a next deeper navigation matrix layer of the simplified navigation interface corresponding to the primary navigation option and in response to receiving the key or button press event as the specific unique input.

232. (New) The method of claim 156, further comprising:

converting the web page stored in a database into the first content on-the-fly at a time that the first unique input is received from the input device.

233. (New) The method of claim 156, wherein the simplified navigation interface employs a multi-layered matrix navigation, the method further comprising:

accepting an alphanumeric value as the first unique input to indicate the first navigation option, the first navigation option including a display of the alphanumeric value; and

serving a matrix layer corresponding to the navigation option in response to accepting the alphanumeric value.

234. (New) The method of claim 156, wherein the simplified navigation interface includes a search form.

235. (New) The method of claim 156, wherein the simplified navigation interface includes an email form.

236. (New) The method of claim 156, further comprising:
displaying a purchasing interface in response to receiving a selection of the first navigation option.

237. (New) The method of claim 156, wherein user data includes any one of a user interest, a user profile, a navigation path of a user or user history.

238. (New) The method of claim 156, wherein the simplified navigation interface is not presented through a standard web browser.

239. (New) The method of claim 156, further comprising:
displaying a third advertisement embedded within the first content, the third advertisement corresponding to a third navigation option.

240. (New) The method of claim 156, further comprising:
zooming a region of the screen in response to user input through the simplified navigation interface; and
scrolling a region of the screen in response to user input through the simplified navigation interface.

241. (New) The method of claim 180, wherein the pay-for-performance system comprises:
tacking performance data including clicks or purchases by the plurality of users; and
calculating fees for a client based tracked performance data derived from the collected user data.

242. (New) The machine readable medium of claim 181, having further instructions stored therein, which when executed cause the machine to perform further operations, comprising:
maintaining a database of sister site web pages by a content partner.

243. (New) The machine readable medium of claim 181, having further instructions

stored therein, which when executed cause the machine to perform further operations, comprising:

displaying, by a computer, the simplified navigation interface in a form of a two-dimensional layer of cells from the plurality of layers and the plurality of cells , the two-dimensional layer in a form of a navigation matrix, each cell in the navigation matrix associated with a specific unique input;

receiving a first key or button press event at the computer from the input device , the first key or button press received as the specific unique input that is uniquely coupled with a first cell in the matrix and a primary navigation option;

forwarding the key or button press event across the internet to a server providing the simplified navigation interface; and

receiving a next deeper navigation matrix layer of the simplified navigation interface corresponding to the primary navigation option and in response to receiving the key or button press event as the specific unique input .

244. (New) The machine readable medium of claim 181, having further instructions stored therein, which when executed cause the machine to perform further operations, comprising:

converting the web page stored in a database into the first content on-the-fly at a time that the first unique input is received from the input device .

245. (New) The machine readable medium of claim 181, wherein the simplified navigation interface employs a multi-layered matrix navigation, the machine readable medium further comprising:

accepting an alphanumeric value as the first unique input to indicate the first navigation option, the first navigation option including a display of the alphanumeric value; and

serving a matrix layer corresponding to the navigation option in response to accepting the alphanumeric value.

246. (New) The machine readable medium of claim 181, wherein the simplified navigation interface includes a search form.

247. (New) The machine readable medium of claim 181, wherein the simplified navigation interface includes an email form.

248. (New) The machine readable medium of claim 181, having further instructions stored therein, which when executed cause the machine to perform further operations, comprising:

displaying a purchasing interface in response to receiving a selection of the first navigation option.

249. (New) The machine readable medium of claim 181, wherein user data includes any one of a user interest, a user profile, a navigation path of a user or user history.

250. (New) The machine readable medium of claim 181, wherein the simplified navigation interface is not presented through a standard web browser.

251. (New) The machine readable medium of claim 181, having further instructions stored therein, which when executed cause the machine to perform further operations, comprising:

displaying a third advertisement embedded within the first content, the third advertisement corresponding to a third navigation option.

252. (New) The machine readable medium of claim 181, having further instructions stored therein, which when executed cause the machine to perform further operations, comprising:

zooming a region of the screen in response to user input through the simplified navigation interface; and

scrolling a region of the screen in response to user input through the simplified navigation interface.

253. (New) The machine readable medium of claim 205, wherein the pay-for-performance system comprises:

tacking performance data including clicks or purchases by the plurality of users; and

calculating fees for a client based tracked performance data derived from the collected user data.

254. (New) A method comprising:

receiving a plurality of bids to display advertising in association with a keyword or category, the advertising including a first advertisement associated with the keyword or category;

ranking the plurality of bids to display advertising, the ranking based on at least one criterion;

displaying the first advertisement associated with the keyword or category and corresponding to a highest ranked bid of the plurality of bids with the keyword or category, the displaying of the first advertisement being via an internet and through a simplified navigation interface, the simplified navigation interface presenting advertisements and content through a plurality of layers and a plurality of cells, each cell a division of a screen and exclusive to a separate single navigation option, the first advertisement formatted for display in one of the plurality of cells and formatted to be selected for navigation by a first unique input, the first unique input to be received from an input device, each unique input including the first unique input being exclusive to respective separate single navigation options, navigation options to change between layers of the simplified navigation interface from general to more specific in each deeper layer, the first advertisement navigable by a first navigation option exclusive to a first cell;

displaying a first content via the internet and through the simplified navigation interface, the first content is associated with the first advertisement, the first content formatted for navigation by a second unique input to be received from the input device, the first content navigable by a second navigation option exclusive to the second unique input and a second cell

of the plurality of cells, the first content reformatted from a web page into a sister site to be displayed and navigable through the simplified navigation interface, the sister site including a portion or a whole of content of the web page reformatted to be navigable by unique inputs through the simplified navigation interface on any one of a television, web appliance, console device, handheld device, wireless device or cellular phone, each unique input to be received from the input device and being exclusive to respective separate single navigation options;

collecting user data for a plurality of users separate from the simplified navigation interface; and

selecting the first content and the first advertisement to be displayed through the simplified navigation interface that presents the first content and the first advertisement and that presents advertisements and content through a plurality of cells and layers, the selecting being at least in part based on collected user data for the plurality of users.

255. (New) The method of claim 254, further comprising:

providing an account management interface to a user through a navigation interface.

256. (New) The method of claim 254, further comprising:

displaying a web based interface for receiving the plurality of bids,

wherein the web based interface includes client options for modifying a bid.

257. (New) The method of claim 254, further comprising:

displaying a report of aggregated user data collected from the plurality of users through the simplified navigation interface.

258. (New) The method of claim 254, further comprising:
receiving navigation input selections for the simplified navigation interface from a voice recognition system.

259. (New) The method of claim 254, further comprising:
tracking user navigation of the simplified navigation interface for a pay-for-performance system.

260. (New) The method of claim 254, wherein displaying the first advertisement is through a user terminal which is any one of an interactive television system, web appliance, computer system or wireless device.

261. (New) The method of claim 254, further comprising:
zooming a region of the screen in response to user input through the simplified navigation interface; and
scrolling a region of the screen in response to user input through the simplified navigation interface.

262. (New) A machine readable medium, having instructions stored therein, which when executed cause the machine to perform further operations, comprising:
receiving a plurality of bids to display advertising in association with a keyword or category, the advertising including a first advertisement associated with the keyword or

category;

ranking the plurality of bids to display advertising, the ranking based on at least one criterion;

displaying the first advertisement associated with the keyword or category and corresponding to a highest ranked bid of the plurality of bids with the keyword or category, the displaying of the first advertisement being via an internet and through a simplified navigation interface, the simplified navigation interface presenting advertisements and content through a plurality of layers and a plurality of cells, each cell a division of a screen and exclusive to a separate single navigation option, the first advertisement formatted for display in one of the plurality of cells and formatted to be selected for navigation by a first unique input, the first unique input to be received from an input device, each unique input including the first unique input being exclusive to respective separate single navigation options, navigation options to change between layers of the simplified navigation interface from general to more specific in each deeper layer, the first advertisement navigable by a first navigation option exclusive to a first cell;

displaying a first content via the internet and through the simplified navigation interface, the first content is associated with the first advertisement, the first content formatted for navigation by a second unique input to be received from the input device, the first content navigable by a second navigation option exclusive to the second unique input and a second cell of the plurality of cells, the first content reformatted from a web page into a sister site to be displayed and navigable through the simplified navigation interface, the sister site including a portion or a whole of content of the web page reformatted to be navigable by unique inputs through the simplified navigation interface on any one of a television, web appliance, console

device, handheld device, wireless device or cellular phone, each unique input to be received from the input device and being exclusive to respective separate single navigation options;

collecting user data for a plurality of users separate from the simplified navigation interface; and

selecting the first content and the first advertisement to be displayed through the simplified navigation interface that presents the first content and the first advertisement and that presents advertisements and content through a plurality of cells and layers, the selecting being at least in part based on collected user data for the plurality of users.

263. (New) The machine readable medium of claim 262, having further instructions stored therein, which when executed cause the machine to perform further operations, comprising:

providing an account management interface to a user through a navigation interface.

264. (New) The machine readable medium of claim 262, having further instructions stored therein, which when executed cause the machine to perform further operations, comprising:

displaying a web based interface for receiving the plurality of bids,

wherein the web based interface includes client options for modifying a bid.

265. (New) The machine readable medium of claim 262, having further instructions stored therein, which when executed cause the machine to perform further operations, comprising:

displaying a report of aggregated user data collected from the plurality of users through the simplified navigation interface.

266. (New) The machine readable medium of claim 262, having further instructions stored therein, which when executed cause the machine to perform further operations, comprising:

receiving navigation input selections for the simplified navigation interface from a voice recognition system.

267. (New) The machine readable medium of claim 262, having further instructions stored therein, which when executed cause the machine to perform further operations, comprising:

tracking user navigation of the simplified navigation interface for a pay-for-performance system.

268. (New) The machine readable medium of claim 262, wherein displaying the first advertisement is through a user terminal which is any one of an interactive television system, web appliance, computer system or wireless device.

269. (New) The machine readable medium of claim 262, having further instructions stored therein, which when executed cause the machine to perform further operations, comprising:

zooming a region of the screen in response to user input through the simplified navigation interface; and

scrolling a region of the screen in response to user input through the simplified navigation interface.

270. (New) A method comprising:

receiving a plurality of bids to display advertising in association with a keyword or category, the advertising including a first advertisement associated with the keyword or category;

ranking the plurality of bids to display advertising, the ranking based on at least one criterion; and

displaying first advertisement associated with the keyword or category and corresponding to a highest ranked bid of the plurality of bids with the keyword or category, displaying of the first advertisement being via an internet and through a simplified navigation interface, the simplified navigation interface presenting advertisements and content through a plurality of cells and a plurality of layers, each cell a division of a screen and exclusive to a separate single navigation option, the first advertisement formatted for display in a first cell of the plurality of cells of the simplified navigation interface, each cell of the plurality of cells navigable as and exclusive to a navigation option, navigation options to change between layers of the simplified navigation interface from general to more specific in each deeper layer, the navigation options are selectable by any one of pointing and clicking, scrolling, directional input and selection, tabbing and entering or unique inputs from any one of a pointing device, directional input device, roller ball device or remote control, the first cell and the first

advertisement are navigable by a first navigation option;

displaying a first content via the internet and through the simplified navigation interface, the first content is associated with the first advertisement, the first content formatted for display in a second cell of the plurality of cells of the simplified navigation interface, the second cell and the first content are navigable by a second navigation option, the first content reformatted from a web page into a sister site to be displayed and navigable through the simplified navigation interface, the sister site including a portion or a whole of content of the web page reformatted to be navigable through the simplified navigation interface on any one of a television, web appliance, console device, handheld device, wireless device or cellular phone;

collecting user data for a plurality of users separate from the simplified navigation interface; and

selecting the first content and the first advertisement to be displayed through the simplified navigation interface that presents the first content and the first advertisement and that presents advertisements and content through a plurality of cells and layers, the selecting being at least in part based on collected user data for the plurality of users.

271. (New) The method of claim 270, further comprising:

providing an account management interface to a user through a navigation interface.

272. (New) The method of claim 270, further comprising:

displaying a web based interface for receiving the plurality of bids,

wherein the web based interface includes client options for modifying a bid.

273. (New) The method of claim 270, further comprising:
displaying a report of aggregated user data collected from the plurality of users through
the simplified navigation interface.

274. (New) The method of claim 270, further comprising:
receiving navigation input selections for the simplified navigation interface from a voice
recognition system.

275. (New) The method of claim 270, further comprising:
tracking user navigation of the simplified navigation interface for a pay-for-performance
system.

276. (New) The method of claim 270, wherein displaying the first advertisement is
through a user terminal which is any one of an interactive television system, web appliance,
computer system or wireless device.

277. (New) The method of claim 270, further comprising:
zooming a region of the screen in response to user input through the simplified navigation
interface; and
scrolling a region of the screen in response to user input through the simplified navigation
interface.

278. (New) A machine readable medium, having instructions stored therein, which when executed cause the machine to perform further operations, comprising:

receiving a plurality of bids to display advertising in association with a keyword or category, the advertising including a first advertisement associated with the keyword or category;

ranking the plurality of bids to display advertising, the ranking based on at least one criterion; and

displaying first advertisement associated with the keyword or category and corresponding to a highest ranked bid of the plurality of bids with the keyword or category, displaying of the first advertisement being via an internet and through a simplified navigation interface, the simplified navigation interface presenting advertisements and content through a plurality of cells and a plurality of layers, each cell a division of a screen and exclusive to a separate single navigation option, the first advertisement formatted for display in a first cell of the plurality of cells of the simplified navigation interface, each cell of the plurality of cells navigable as and exclusive to a navigation option, navigation options to change between layers of the simplified navigation interface from general to more specific in each deeper layer, the navigation options are selectable by any one of pointing and clicking, scrolling, directional input and selection, tabbing and entering or unique inputs from any one of a pointing device, directional input device, roller ball device or remote control, the first cell and the first advertisement are navigable by a first navigation option;

displaying a first content via the internet and through the simplified navigation interface, the first content is associated with the first advertisement, the first content formatted for display in a second cell of the plurality of cells of the simplified navigation interface, the second cell

and the first content are navigable by a second navigation option, the first content reformatted from a web page into a sister site to be displayed and navigable through the simplified navigation interface, the sister site including a portion or a whole of content of the web page reformatted to be navigable through the simplified navigation interface on any one of a television, web appliance, console device, handheld device, wireless device or cellular phone;

collecting user data for a plurality of users separate from the simplified navigation interface; and

selecting the first content and the first advertisement to be displayed through the simplified navigation interface that presents the first content and the first advertisement and that presents advertisements and content through a plurality of cells and layers, the selecting being at least in part based on collected user data for the plurality of users.

279. (New) The machine readable medium of claim 278, having further instructions stored therein, which when executed cause the machine to perform further operations, comprising:

providing an account management interface to a user through a navigation interface.

280. (New) The machine readable medium of claim 278, having further instructions stored therein, which when executed cause the machine to perform further operations, comprising:

displaying a web based interface for receiving the plurality of bids,

wherein the web based interface includes client options for modifying a bid.

281. (New) The machine readable medium of claim 278, having further instructions stored therein, which when executed cause the machine to perform further operations, comprising:

displaying a report of aggregated user data collected from the plurality of users through the simplified navigation interface.

282. (New) The machine readable medium of claim 278, having further instructions stored therein, which when executed cause the machine to perform further operations, comprising:

receiving navigation input selections for the simplified navigation interface from a voice recognition system.

283. (New) The machine readable medium of claim 278, having further instructions stored therein, which when executed cause the machine to perform further operations, comprising:

tracking user navigation of the simplified navigation interface for a pay-for-performance system.

284. (New) The machine readable medium of claim 278, wherein displaying the first advertisement is through a user terminal which is any one of an interactive television system, web appliance, computer system or wireless device.

285. (New) The machine readable medium of claim 278, having further instructions stored therein, which when executed cause the machine to perform further operations, comprising:

zooming a region of the screen in response to user input through the simplified navigation interface; and

scrolling a region of the screen in response to user input through the simplified navigation interface.

286. (New) A method comprising:

receiving a plurality of bids to display advertising in association with a keyword or category, the advertising including a first advertisement associated with the keyword or category;

ranking the plurality of bids to display advertising, the ranking based on at least one criterion;

displaying the first advertisement associated with the keyword or category and corresponding to a highest ranked bid of the plurality of bids with the keyword or category, the displaying of the first advertisement being via an internet and through a simplified navigation interface, the simplified navigation interface presenting advertisements and content through a plurality of layers and a plurality of cells, each cell a division of a screen and exclusive to a separate single navigation option, the first advertisement formatted for display in one of the plurality of cells and formatted to be selected for navigation by a first unique input, the first unique input to be received from an input device, each unique input including the first unique input being exclusive to respective separate single navigation options, navigation options to

change between layers of the simplified navigation interface from general to more specific in each deeper layer, the first advertisement navigable by a first navigation option exclusive to a first cell; and

displaying a first content via the internet and through the simplified navigation interface, the first content is associated with the first advertisement, the first content formatted for navigation by a second unique input to be received from the input device, the first content navigable by a second navigation option exclusive to the second unique input and a second cell of the plurality of cells, the first content reformatted from a web page into a sister site to be displayed and navigable through the simplified navigation interface, the sister site including a portion or a whole of content of the web page reformatted to be navigable by unique inputs through the simplified navigation interface on any one of a television, web appliance, console device, handheld device, wireless device or cellular phone, each unique input to be received from the input device and being exclusive to respective separate single navigation options.

287. (New) The method of claim 286, further comprising:
providing an account management interface to a user through a navigation interface.

288. (New) The method of claim 286, further comprising:
displaying a web based interface for receiving the plurality of bids,
wherein the web based interface includes client options for modifying a bid.

289. (New) The method of claim 286, further comprising:

displaying a report of aggregated user data collected from the plurality of users through the simplified navigation interface.

290. (New) The method of claim 286, further comprising:
receiving navigation input selections for the simplified navigation interface from a voice recognition system.

291. (New) The method of claim 286, further comprising:
tracking user navigation of the simplified navigation interface for a pay-for-performance system.

292. (New) The method of claim 286, wherein displaying the first advertisement is through a user terminal which is any one of an interactive television system, web appliance, computer system or wireless device.

293. (New) The method of claim 286, further comprising:
zooming a region of the screen in response to user input through the simplified navigation interface; and
scrolling a region of the screen in response to user input through the simplified navigation interface.

294. (New) A machine readable medium, having instructions stored therein, which when executed cause the machine to perform further operations, comprising:

receiving a plurality of bids to display advertising in association with a keyword or category, the advertising including a first advertisement associated with the keyword or category;

ranking the plurality of bids to display advertising, the ranking based on at least one criterion;

displaying the first advertisement associated with the keyword or category and corresponding to a highest ranked bid of the plurality of bids with the keyword or category, the displaying of the first advertisement being via an internet and through a simplified navigation interface, the simplified navigation interface presenting advertisements and content through a plurality of layers and a plurality of cells, each cell a division of a screen and exclusive to a separate single navigation option, the first advertisement formatted for display in one of the plurality of cells and formatted to be selected for navigation by a first unique input, the first unique input to be received from an input device, each unique input including the first unique input being exclusive to respective separate single navigation options, navigation options to change between layers of the simplified navigation interface from general to more specific in each deeper layer, the first advertisement navigable by a first navigation option exclusive to a first cell; and

displaying a first content via the internet and through the simplified navigation interface, the first content is associated with the first advertisement, the first content formatted for navigation by a second unique input to be received from the input device, the first content navigable by a second navigation option exclusive to the second unique input and a second cell of the plurality of cells, the first content reformatted from a web page into a sister site to be displayed and navigable through the simplified navigation interface, the sister site including a

portion or a whole of content of the web page reformatted to be navigable by unique inputs through the simplified navigation interface on any one of a television, web appliance, console device, handheld device, wireless device or cellular phone, each unique input to be received from the input device and being exclusive to respective separate single navigation options.

295. (New) The machine readable medium of claim 294, having further instructions stored therein, which when executed cause the machine to perform further operations, comprising:

providing an account management interface to a user through a navigation interface.

296. (New) The machine readable medium of claim 294, having further instructions stored therein, which when executed cause the machine to perform further operations, comprising:

displaying a web based interface for receiving the plurality of bids,

wherein the web based interface includes client options for modifying a bid.

297. (New) The machine readable medium of claim 294, having further instructions stored therein, which when executed cause the machine to perform further operations, comprising:

displaying a report of aggregated user data collected from the plurality of users through the simplified navigation interface.

298. (New) The machine readable medium of claim 294, having further instructions stored therein, which when executed cause the machine to perform further operations, comprising:

receiving navigation input selections for the simplified navigation interface from a voice recognition system.

299. (New) The machine readable medium of claim 294, having further instructions stored therein, which when executed cause the machine to perform further operations, comprising:

tracking user navigation of the simplified navigation interface for a pay-for-performance system.

300. (New) The machine readable medium of claim 294, wherein displaying the first advertisement is through a user terminal which is any one of an interactive television system, web appliance, computer system or wireless device.

301. (New) The machine readable medium of claim 294, having further instructions stored therein, which when executed cause the machine to perform further operations, comprising:

zooming a region of the screen in response to user input through the simplified navigation interface; and

scrolling a region of the screen in response to user input through the simplified navigation interface.

302. (New) A method comprising:

receiving a plurality of bids to display advertising in association with a keyword or category, the advertising including a first advertisement associated with the keyword or category;

ranking the plurality of bids to display advertising, the ranking based on at least one criterion; and

displaying first advertisement associated with the keyword or category and corresponding to a highest ranked bid of the plurality of bids with the keyword or category, displaying of the first advertisement being via an internet and through a simplified navigation interface, the simplified navigation interface presenting advertisements and content through a plurality of cells and a plurality of layers, each cell a division of a screen and exclusive to a separate single navigation option, the first advertisement formatted for display in a first cell of the plurality of cells of the simplified navigation interface, each cell of the plurality of cells navigable as and exclusive to a navigation option, navigation options to change between layers of the simplified navigation interface from general to more specific in each deeper layer, the navigation options are selectable by any one of pointing and clicking, scrolling, directional input and selection, tabbing and entering or unique inputs from any one of a pointing device, directional input device, roller ball device or remote control, the first cell and the first advertisement are navigable by a first navigation option; and

displaying a first content via the internet and through the simplified navigation interface, the first content is associated with the first advertisement, the first content formatted for display in a second cell of the plurality of cells of the simplified navigation interface, the second cell

and the first content are navigable by a second navigation option, the first content reformatted from a web page into a sister site to be displayed and navigable through the simplified navigation interface, the sister site including a portion or a whole of content of the web page reformatted to be navigable through the simplified navigation interface on any one of a television, web appliance, console device, handheld device, wireless device or cellular phone.

303. (New) The method of claim 302, further comprising:

providing an account management interface to a user through a navigation interface.

304. (New) The method of claim 302, further comprising:

displaying a web based interface for receiving the plurality of bids,

wherein the web based interface includes client options for modifying a bid.

305. (New) The method of claim 302, further comprising:

displaying a report of aggregated user data collected from the plurality of users through the simplified navigation interface.

306. (New) The method of claim 302, further comprising:

receiving navigation input selections for the simplified navigation interface from a voice recognition system.

307. (New) The method of claim 302, further comprising:

tracking user navigation of the simplified navigation interface for a pay-for-performance system.

308. (New) The method of claim 302, wherein displaying the first advertisement is through a user terminal which is any one of an interactive television system, web appliance, computer system or wireless device.

309. (New) The method of claim 302, further comprising:
zooming a region of the screen in response to user input through the simplified navigation interface; and
scrolling a region of the screen in response to user input through the simplified navigation interface.

310. (New) A machine readable medium, having instructions stored therein, which when executed cause the machine to perform further operations, comprising:

receiving a plurality of bids to display advertising in association with a keyword or category, the advertising including a first advertisement associated with the keyword or category;

ranking the plurality of bids to display advertising, the ranking based on at least one criterion; and

displaying first advertisement associated with the keyword or category and corresponding to a highest ranked bid of the plurality of bids with the keyword or category, displaying of the first advertisement being via an internet and through a simplified navigation

interface, the simplified navigation interface presenting advertisements and content through a plurality of cells and a plurality of layers, each cell a division of a screen and exclusive to a separate single navigation option, the first advertisement formatted for display in a first cell of the plurality of cells of the simplified navigation interface, each cell of the plurality of cells navigable as and exclusive to a navigation option, navigation options to change between layers of the simplified navigation interface from general to more specific in each deeper layer, the navigation options are selectable by any one of pointing and clicking, scrolling, directional input and selection, tabbing and entering or unique inputs from any one of a pointing device, directional input device, roller ball device or remote control, the first cell and the first advertisement are navigable by a first navigation option; and

displaying a first content via the internet and through the simplified navigation interface, the first content is associated with the first advertisement, the first content formatted for display in a second cell of the plurality of cells of the simplified navigation interface, the second cell and the first content are navigable by a second navigation option, the first content reformatted from a web page into a sister site to be displayed and navigable through the simplified navigation interface, the sister site including a portion or a whole of content of the web page reformatted to be navigable through the simplified navigation interface on any one of a television, web appliance, console device, handheld device, wireless device or cellular phone.

311. (New) The machine readable medium of claim 310, having further instructions stored therein, which when executed cause the machine to perform further operations, comprising:

providing an account management interface to a user through a navigation interface.

312. (New) The machine readable medium of claim 310, having further instructions stored therein, which when executed cause the machine to perform further operations, comprising:

displaying a web based interface for receiving the plurality of bids,
wherein the web based interface includes client options for modifying a bid.

313. (New) The machine readable medium of claim 310, having further instructions stored therein, which when executed cause the machine to perform further operations, comprising:

displaying a report of aggregated user data collected from the plurality of users through the simplified navigation interface.

314. (New) The machine readable medium of claim 310, having further instructions stored therein, which when executed cause the machine to perform further operations, comprising:

receiving navigation input selections for the simplified navigation interface from a voice recognition system.

315. (New) The machine readable medium of claim 310, having further instructions stored therein, which when executed cause the machine to perform further operations, comprising:

tracking user navigation of the simplified navigation interface for a pay-for-performance system.

316. (New) The machine readable medium of claim 310, wherein displaying the first advertisement is through a user terminal which is any one of an interactive television system, web appliance, computer system or wireless device.

317. (New) The machine readable medium of claim 310, having further instructions stored therein, which when executed cause the machine to perform further operations, comprising:

zooming a region of the screen in response to user input through the simplified navigation interface; and

scrolling a region of the screen in response to user input through the simplified navigation interface.

318. (New) The method of claim 108, wherein the user data is collected exclusively from within the simplified navigation interface and the sister site.

319. (New) The machine readable medium of claim 132, wherein the user data is collected exclusively within the simplified navigation interface.

320. (New) The method of claim 156, wherein the user data is collected exclusively from within the simplified navigation interface and the sister site.

321. (New) The machine readable medium of claim 181, wherein the user data is collected exclusively within the simplified navigation interface.

322. (New) The method of claim 108, wherein reformatting the first content from the web page to the sister site comprises:

transcoding the web page to a sister site format.

323. (New) The method of claim 322, wherein the web page is in a hyper-text markup language (HTML) format and the sister site format is an extensible markup language (XML) format.

324. (New) The method of claim 108, wherein the web page is obtained from a content partner node.

325. (New) The method of claim 108, wherein reformatting the first content from the web page to the sister site comprises:

retrieving segmentation information about the web page.

326. (New) The method of claim 108, wherein reformatting the first content from the web page to the sister site comprises:

retrieving a template from a content partner.

327. (New) The method of claim 108, wherein reformatting the first content from the web page to the sister site comprises:

transcoding the web page into any one of an extensible markup language (XML) format or a hyper-text markup language (HTML) format.

328. (New) The method of claim 327, further comprising:
applying a document type definition or cascading style sheet to the XML or HTML
format.

329. (New) The machine readable medium of claim 132, wherein reformatting the
first content from the web page to the sister site comprises:
transcoding the web page to a sister site format.

330. (New) The machine readable medium of claim 329, wherein the web page is in a
hyper-text markup language (HTML) format and the sister site format is an extensible markup
language (XML) format.

331. (New) The machine readable medium of claim 132, wherein the web page is
obtained from a content partner node.

332. (New) The machine readable medium of claim 132, wherein reformatting the
first content from the web page to the sister site comprises:
retrieving segmentation information about the web page.

333. (New) The machine readable medium of claim 132, wherein reformatting the
first content from the web page to the sister site comprises:
retrieving a template from a content partner.

334. (New) The machine readable medium of claim 132, wherein reformatting the first content from the web page to the sister site comprises:

transcoding the web page into any one of an extensible markup language (XML) format or a hyper-text markup language (HTML) format.

335. (New) The machine readable medium of claim 334, having further instructions stored therein, which when executed cause the machine to perform further operations comprising:

applying a document type definition or cascading style sheet to the XML or HTML format.

336. (New) The method of claim 156, wherein reformatting the first content from the web page to the sister site comprises:

transcoding the web page to a sister site format.

337. (New) The method of claim 336, wherein the web page is in a hyper-text markup language (HTML) format and the sister site format is an extensible markup language (XML) format.

338. (New) The method of claim 156, wherein the web page is obtained from a content partner node.

339. (New) The method of claim 156, wherein reformatting the first content from the web page to the sister site comprises:

retrieving segmentation information about the web page.

340. (New) The method of claim 156, wherein reformatting the first content from the web page to the sister site comprises:

retrieving a template from a content partner.

341. (New) The method of claim 156, wherein reformatting the first content from the web page to the sister site comprises:

transcoding the web page into any one of an extensible markup language (XML) format or a hyper-text markup language (HTML) format.

342. (New) The method of claim 341, further comprising:

applying a document type definition or cascading style sheet to the XML or HTML format.

343. (New) The machine readable medium of claim 181, wherein reformatting the first content from the web page to the sister site comprises:

transcoding the web page to a sister site format.

344. (New) The machine readable medium of claim 343, wherein the web page is in a hyper-text markup language (HTML) format and the sister site format is an extensible markup language (XML) format.

345. (New) The machine readable medium of claim 181, wherein the web page is obtained from a content partner node.

346. (New) The machine readable medium of claim 181, wherein reformatting the first content from the web page to the sister site comprises:
retrieving segmentation information about the web page.

347. (New) The machine readable medium of claim 181, wherein reformatting the first content from the web page to the sister site comprises:
retrieving a template from a content partner.

348. (New) The machine readable medium of claim 181, wherein reformatting the first content from the web page to the sister site comprises:
transcoding the web page into any one of an extensible markup language (XML) format or a hyper-text markup language (HTML) format.

349. (New) The machine readable medium of claim 348, having further instructions stored therein, which when executed cause the machine to perform further operations comprising:

applying a document type definition or cascading style sheet to the XML or HTML format.

350. (New) The method of claim 286, wherein reformatting the first content from the web page to the sister site comprises:
transcoding the web page to a sister site format.

351. (New) The method of claim 350, wherein the web page is in a hyper-text markup language (HTML) format and the sister site format is an extensible markup language (XML) format.

352. (New) The method of claim 286, wherein the web page is obtained from a content partner node.

353. (New) The method of claim 286, wherein reformatting the first content from the web page to the sister site comprises:
retrieving segmentation information about the web page.

354. (New) The method of claim 286, wherein reformatting the first content from the web page to the sister site comprises:
retrieving a template from a content partner.

355. (New) The method of claim 286, wherein reformatting the first content from the web page to the sister site comprises:

transcoding the web page into any one of an extensible markup language (XML) format or a hyper-text markup language (HTML) format.

356. (New) The method of claim 355, further comprising:

applying a document type definition or cascading style sheet to the XML or HTML format.

357. (New) The machine readable medium of claim 294, wherein reformatting the first content from the web page to the sister site comprises:

transcoding the web page to a sister site format.

358. (New) The machine readable medium of claim 357, wherein the web page is in a hyper-text markup language (HTML) format and the sister site format is an extensible markup language (XML) format.

359. (New) The machine readable medium of claim 294, wherein the web page is obtained from a content partner node.

360. (New) The machine readable medium of claim 294, wherein reformatting the first content from the web page to the sister site comprises:

retrieving segmentation information about the web page.

361. (New) The machine readable medium of claim 294, wherein reformatting the first content from the web page to the sister site comprises:

retrieving a template from a content partner.

362. (New) The machine readable medium of claim 294, wherein reformatting the first content from the web page to the sister site comprises:

transcoding the web page into any one of an extensible markup language (XML) format or a hyper-text markup language (HTML) format.

363. (New) The machine readable medium of claim 362, having further instructions stored therein, which when executed cause the machine to perform further operations comprising:

applying a document type definition or cascading style sheet to the XML or HTML format.

364. (New) The method of claim 302, wherein reformatting the first content from the web page to the sister site comprises:

transcoding the web page to a sister site format.

365. (New) The method of claim 364, wherein the web page is in a hyper-text markup language (HTML) format and the sister site format is an extensible markup language (XML) format.

366. (New) The method of claim 302, wherein the web page is obtained from a content partner node.

367. (New) The method of claim 302, wherein reformatting the first content from the web page to the sister site comprises:

retrieving segmentation information about the web page.

368. (New) The method of claim 302, wherein reformatting the first content from the web page to the sister site comprises:

retrieving a template from a content partner.

369. (New) The method of claim 302, wherein reformatting the first content from the web page to the sister site comprises:

transcoding the web page into any one of an extensible markup language (XML) format or a hyper-text markup language (HTML) format.

370. (New) The method of claim 369, further comprising:

applying a document type definition or cascading style sheet to the XML or HTML format.

371. (New) The machine readable medium of claim 310, wherein reformatting the first content from the web page to the sister site comprises:

transcoding the web page to a sister site format.

372. (New) The machine readable medium of claim 371, wherein the web page is in a hyper-text markup language (HTML) format and the sister site format is an extensible markup language (XML) format.

373. (New) The machine readable medium of claim 310, wherein the web page is obtained from a content partner node.

374. (New) The machine readable medium of claim 310, wherein reformatting the first content from the web page to the sister site comprises:

retrieving segmentation information about the web page.

375. (New) The machine readable medium of claim 310, wherein reformatting the first content from the web page to the sister site comprises:

retrieving a template from a content partner.

376. (New) The machine readable medium of claim 310, wherein reformatting the first content from the web page to the sister site comprises:

transcoding the web page into any one of an extensible markup language (XML) format or a hyper-text markup language (HTML) format.

377. (New) The machine readable medium of claim 376, having further instructions stored therein, which when executed cause the machine to perform further operations comprising:

applying a document type definition or cascading style sheet to the XML or HTML format.